A SYNOPSIS ON

REVIEWING DIGITAL LEGAL RIGHTS WITH REGARDS TO AI, PRIVACY AND SOCIAL MEDIA: A COMPARATIVE STUDY

A SYNOPSIS SUBMITTED TO
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1. INTRODUCTION

"Privacy is a fundamental human right guaranteed by most of the countries to its citizens. It aids human dignity and other values such as freedom of association and freedom of speech & expression. It is the most important human rights issues of this modern age. Privacy as a right is recognized around the world in various regions and cultures. It is mentioned & protected in the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, and in many other international and regional human rights treaties. Political Rights, and in many other international as well as regional human rights instruments can play an important role in managing new digital threats to human rights, which are inextricably linked to the personal data that powers the engines of digitized societies[1].Nearly every country in the world includes a right of privacy in their constitution[2]."

The concept of privacy has undergone significant transformation in the digital era, particularly with the rise of social media platforms and artificial intelligence technologies. The blurred boundaries of advancing communication technologies contradict traditional understanding of privacy as physical isolation and control over the disclosure of personal information. Such an understanding is rooted far deeper than today's information rich digital worlds. In recent years, Social media has increasingly relied on Artificial Intelligence (AI) for content generation and curation. The Indian Supreme Court accepted the concept of privacy as a fundamental right in 2017.

The Supreme Court observed there was no privacy law and there are very limited guidelines around regulating private data. Therefore, it suggested the Indian Parliament formulate a detailed privacy law. After several attempts, the bill was turned down in both 2019 and 2022. AI is now a dominant technology in the 21st century and it exerts considerable influence on virtually all human activities such as healthcare, education, business, and communication. Social media platforms greatly benefit from AI in personalizing content, moderating it, and user behavior analysis.However, there is a growing worry about the loss of digital privacy, particularly for the younger generation who have grown up in a world where social media is a big part of their lives.

AI in social media relies heavily on various types of data - personal, behavioral, and biometric. These systems improve and adapt by analyzing large amounts of data from users, sometimes without their knowledge. Every action on social media, like clicking, liking, commenting, tagging locations, or posting images, adds to this data pool. AI algorithms use

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[1] Article 16 of the 'Convention on the Rights of the Child'; Article 14 of the 'International Convention on the Protection of the Rights of All Migrant Workers and Members of Their Families'; Article 22 of the 'Convention on the Rights of Persons with Disabilities'; Article 10 of the 'African Charter on the Rights and Welfare of the Child'; Article 11 of the 'American Convention on Human Rights'; and Article 8 of the 'Convention for the Protection of Human Rights and Fundamental Freedoms'.

[2] THE RIGHT TO PRIVACY AND IDENTITY ON SOCIAL NETWORK SITES: A COMPARATIVE LEGAL PERSPECTIVE, available at: https://core.ac.uk/download/pdf/154915227.pdf, (Visited on 14th March 2019).

this information to predict user preferences, emotions, and future actions in real-time. While this results in personalized content and targeted ads, it also raises concerns about increased surveillance, profiling, and manipulation, often without users realizing it. The privacy issues brought about by AI on social media platforms go beyond just technical concerns - they also touch on ethical and legal matters. The corollary of this is that social media apps utilize AI-based tools like facial recognition, emotion detection, and voice recognition to identify and analyze persons in pictures and videos, frequently without explicit consent. What follows are concerns arising in regard to how such sensitive data are held, processed, and shared alike, particularly when the users are not explicit regarding these processes. The very same AI-based tools that meant to serve users can be exploited for malicious purposes, including identity theft, cyberbullying, creation of deepfakes, or mass surveillance, ultimately endangering users' mental and physical security.

The digital revolution has thus transformed human socialization, communication, and information sharing. Hence, these platforms are the venues par excellence for social interaction, the public sphere, and channels for personal expression. Apparently, in 2021, there were 4.2 billion social media users worldwide, representing almost 54 percent of the global population (Kemp, 2021). This digital transformation has changed the entire information ecosystem, thereby providing users, businesses, and society with unprecedented avenues for opportunities and threats.

To Westin (1967), one of the earliest definitions of privacy based on the information concept was conceived, as the "claim of individuals, groups, or institutions to determine for themselves when, how, and to what extent information about them is communicated to others." This view remains one of the leading views now, but the concept has since become outdated as data collection and processing now occur in invisible and automatic ways through AI systems. As Solove (2006) contended, privacy "is not a single concept; it is a family of related concepts." He says privacy issues include information collection, information processing, information dissemination, and invasion.

The rise of social media has in turn complicated these privacy dynamics, creating spaces that tear down traditional lines between what is considered public and what is considered private. Boyd (2010) then identifies four properties of networked publics that affect privacy dynamics: persistence, replicability, scalability, and searchability. These properties affect the flow of information that agents used to be able to take for granted, hence challenging old assumptions about contextual integrity. Nissenbaum (2010) elaborates on contextual integrity, claiming that "privacy is violated when the flow of information violates normative expectations specific to a given context." This approach has been exceedingly valuable in understanding privacy issues in social media environments where information can almost accidentally be displaced from its intended audience.

The risks are higher for the social media generation. Youngsters tend to pass on to each other personal experiences, preferences, and images online, not considering the permanent consequences of their digital footprint on the Internet. AI tools actually gather such data but also mold user behavior through loathsome algorithmic biases and content recommendations, whereby such user data then gets exploited in purposes commercially or politically, which

often go against the will and choice of the user, thus respecting neither autonomy nor privacy of these users. From target advertisements to filter bubbles, echo chambers, and psychological profiling, these systems bring forth issues of consent and transparency in their operation, as well as controls over them. To this mix, soon came the generative AI models of ChatGPT, DALL·E, and then a variety of deepfake technologies. These tools further the cause of industrially produced content, offering potential for fake profiles, synthetic voices, and manipulated videos, thereby threatening the authenticity of online identities and the trustworthiness of digital content. Once in existence on social platforms, this form of content goes a long way to keeping one wondering which is reality and which is fabrication. Such things are a danger to one's personal reputation and disburse{o}uption of misinformation and cybercrime. Studies show that privacy attitudes change across generations. Barnes (2006) spotted what she called the "privacy paradox." She noticed that young people often say they care about privacy but then do things that put their personal info at risk. Other researchers have tried to explain this seeming contradiction. Acquisti and Grossklags (2005) think that limited reasoning and mental shortcuts make it hard for people to make choices that protect their privacy. Marwick and AI, privacy, and digital rights come together to shape this shift. Social media sites now use AI tech to keep users engaged, sort content, and tailor experiences. Facebook (now Meta) uses over 300 different machine learning models to pick what shows up in users' feeds (Constine, 2019). Twitter has AI algorithms to find and control harmful content dealing with about 500 million tweets each day (Shaban, 2018). TikTok's suggestion system looks at how users behave to create personal content streams that are good at keeping people's attention (Biddle et al. 2020).

The deployment of these AI systems raises profound questions about privacy, autonomy, and digital rights. The term “artificial intelligence” (AI) was first used at a Dartmouth College conference in 1956. AI emerged as an academic field in 1956. The main goal of AI is to enable machines to perform complex tasks that typically require human intelligence[3]. Social media platforms collect vast amounts of personal data, including behavioral patterns, preferences, social connections, and even biometric information. This data collection occurs within a regulatory landscape that has struggled to keep pace with technological developments.While the philosophy of Artificial Intelligence has been argued since at least Leibnitz in the early 18th Century, the concept of AI as we use it has existed since the early 1940s and made famous with the development of the “Turing test” in 1950. More recently, we are experiencing a period of rapid development in the field of AI as a result of three factors: improved algorithms, increased networked computing power, and increased ability to capture and store an unprecedented amount of data[4]. The European Union's General Data Protection Regulation (GDPR), implemented in 2018, represents one of the most comprehensive attempts to protect digital privacy rights (Hoofnagle et al., 2019)[5]. However, significant disparities exist in privacy protection frameworks across different jurisdictions, creating a fragmented global landscape of digital rights.

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[3] H. Chen, L. Li, and Y. Chen, “Explore success factors that impact artificial intelligence adoption on telecom industry in China,” Journal of Management Analytics, 2020.

[4] Alex Campolo, Madelyn Sanfilippo, Meredith Whittaker & Kate Crawford, ‘AI Now 2017 Report’, AI Now, 2017, available at: https://ainowinstitute.org/AI_Now_2017_Report.pdf, p 3.

[5] The European Union general data protection regulation: what it is and what it means’https://www.tandfonline.com/doi/full/10.1080/13600834.2019.1573501

The notion of privacy has existed for a very long time; in fact, it would be accurate to say that it predates humanity. It arises from the distinction between the concepts of private and public. It relies on a person's innate need to set herself apart from the outer world. There was no legal protection for privacy in the past, but given the rapid advancement of technology in the information economy, privacy protection is now crucial.

There has been no common definition of privacy despite numerous attempts. In general, nevertheless, it can be seen as a person's right to make their own decisions. The concept of privacy is current and contextual. Its form changes according on the economic climate, cultural worldview, and prevailing societal conditions. Therefore, privacy must be interpreted in the context of the modern day in order to satisfy the prevalent demands and needs of society. Therefore, privacy has an impact on three levels: personal, political, and sociocultural.

All the definitions that have been propounded thus far more or less revolve around the following six elements. The elements include; the right to be let alone, limited access to the self, secrecy, control of personal information, personhood and intimacy. Ruth Gavison states [6]that

"our interest in privacy is related to our concern over our accessibility to others: the extent to which we are known to others, the extent to which others have physical access to us, and the extent to which we are the subject of others' attention".

Prof. Tom Gerety[7] propounds privacy as

"the control over or the autonomy of the intimacies of personal identity".

The problem is further complicated by the AI systems themselves, which often operate as "black boxes" with limited transparency and accountability. Studies have shown that these systems can perpetuate and amplify biases, raising concerns about algorithmic discrimination (Noble, 2018). For example, research conducted by Buolamwini and Gebru (2018) demonstrated that facial recognition algorithms exhibited higher error rates for women with darker skin tones, highlighting how AI systems can reinforce existing social inequalities.

Social media platforms operate within a complex legal framework that varies significantly across jurisdictions. The United States has historically favored a market-oriented approach with limited regulation, relying primarily on Section 230 of the Communications Decency Act to shield platforms from liability for user-generated content (Gillespie, 2018). In contrast, the European Union has adopted a more interventionist approach, with the GDPR establishing stringent data protection requirements and the Digital Services Act proposing new obligations for content moderation (Efroni, 2020). Meanwhile, countries like China have implemented strict regulatory frameworks that prioritize state interests in information control over individual privacy rights (Creemers, 2017).

The generational dimension of this issue cannot be overlooked. Young people, often referred to as "digital natives," have grown up in an environment where social media is an integral part of their social, educational, and professional lives. . As the world becomes increasingly interconnected, the tension between technological progress and individual rights has become a central issue in both academic discourse and policy-making. There are multifaceted

[6] 10 Ruth Gavison, Privacy and the Limits of Law, 89 Yale Law J. 421 (1980).

[7] Tom Gerety, Understanding Privacy, 12 Harv. Civ. Rights Civ. Lib. Law Rev. 233 (1977).

challenges posed by AI to privacy coupled with the issues in regulatory frameworks designed to address these problems which cumulatively have broader implications for society[8]. A study by the Pew Research Center found that 90% of Americans aged 18-29 use social media, compared to 40% of those aged 65 and older (Perrin & Anderson, 2019). These younger users often display different attitudes toward privacy and data sharing than older generations. Research suggests that while young people express concerns about privacy, their behavior frequently reflects a "privacy paradox" where privacy concerns do not translate into protective behaviors (Barnes, 2006; Kokolakis, 2017).

The intricate relationship between tech breakthroughs legal systems, and community standards has led to a situation where old ideas about privacy and online rights might not cut it anymore. Boyd (2014) points out that privacy in online spaces works than in real-life places so we need to rethink what privacy means on the internet. In the same way, Solove (2013) says that the current legal approaches to privacy don't address the unique problems that social media and AI tech bring up. The worldwide and cross-border nature of social media platforms makes it even harder to regulate them. User data from one country might be processed, kept, and studied in another place with different laws. This creates big problems for enforcing rules and raises questions about who controls digital information (Pohle & Thiel 2020). The Schrems II case, which struck down the EU-US Privacy Shield agreement, shows the tensions that happen when different privacy systems clash over global data flows (Court of Justice of the European Union 2020).

New tech keeps changing how things work online. Better AI, like deep learning and language processing now helps control content, recognize faces, and personalize stuff more . But these new tools also bring up worries about privacy and ethics (Crawford et al. 2019). Take deepfakes, for instance. These AI-made videos can show people doing or saying things they never did. This creates new problems for privacy, reputation, and truthful information (Chesney & Citron, 2019). The COVID-19 outbreak sped up a lot of these changes. Lockdowns made people rely more on online platforms to work, learn, and stay in touch. This showed how important these platforms are in today's world, but also highlighted the risks of depending on them too much (Auxier & Anderson, 2021). During the pandemic, we also saw more use of surveillance tech and data collection to protect public health. This made people wonder if these emergency measures might change our ideas about privacy for good (Taylor et al. 2020).

In light of recent developments, there's an increasing awareness of the necessity for new frameworks that can strike a balance between fostering innovation and safeguarding fundamental rights. Scholars like Richards and Hartzog (2020) have suggested "trust-centered" approaches to privacy, highlighting the power imbalances that exist between platforms and users. Meanwhile, others are pushing for data protection frameworks that move away from individual consent models, advocating for more collective strategies that recognize the social aspects of privacy (Viljoen, 2021).

[8] Blake Murdoch, Privacy and Artificial Intelligence: Challenges for Protecting Health Information in a New Era, 22 BMC Med.

Civil society organizations have been instrumental in championing stronger digital rights protections. Groups such as the Electronic Frontier Foundation, AccessNow, and European Digital Rights have engaged in legal battles, conducted research, and participated in policy advocacy to enhance privacy protections and curb surveillance powers (Deibert et al., 2010).

Some jurisdictions have begun to develop new regulatory approaches that address these complex issues. California's Consumer Privacy Act (CCPA) and Virginia's Consumer Data Protection Act represent state-level attempts in the US to provide stronger privacy protections. At the international level, UNESCO's Recommendation on the Ethics of Artificial Intelligence provides a framework for ethical AI governance (UNESCO, 2021)[9]. These developments suggest a growing recognition of the need for new approaches to digital rights in the age of AI and social media.

This study aims to conduct a comparative analysis of how different legal systems address the intersection of AI, privacy, and social media. By examining the legal frameworks, policy approaches, and judicial interpretations across multiple jurisdictions, the research seeks to identify effective strategies for protecting digital rights in the social media era. Special attention will be paid to the needs and experiences of younger users who have grown up with these technologies as an integral part of their lives.

The research will draw on legal analysis, policy studies, technical assessments of AI systems, and empirical research on user experiences and attitudes. By bringing together insights from law, computer science, psychology, and sociology, the study aims to develop a comprehensive understanding of the challenges and opportunities in this rapidly evolving landscape.

The findings of this research have potential implications for policymakers, platform developers, civil society organizations, and individual users. By identifying best practices and innovative approaches across different jurisdictions, the study aims to contribute to the development of more effective frameworks for protecting digital rights while enabling beneficial innovation in AI and social media technologies.

As we navigate this complex terrain, it is essential to recognize that the challenges are not merely technical or legal but fundamentally social and ethical. The choices we make about how to govern AI and social media will shape not only individual privacy rights but also the broader information ecosystem that increasingly defines our public discourse, social connections, and democratic processes.

2. LITERATURE REVIEW

Warren and Brandeis (1890) famously defined privacy as "the right to be let alone," establishing an influential framework that emphasized individual autonomy and protection from unwanted intrusion. This literature review aims to explore the latest research at the

[9] **Ethics of Artificial Intelligence**
https://www.unesco.org/en/artificial-intelligence/recommendation-ethics#:~:text=Recommendation%20on%20the%20Ethics%20of%20Artificial%20Intelligence&text=The%20protection%20of%20human%20rights,human%20oversight%20of%20AI%20systems.

crossroads of social media and artificial intelligence. Focusing on three key areas, it seeks to evaluate recent studies that delve into the relationship between these two fields. A systematic literature review involves identifying, selecting, analyzing, and synthesizing important research from various sources, such as academic databases, journals, books, and conference proceedings (Borrego, Foster, and Froyd, 2014). This approach is valued for its ability to minimize bias and subjectivity, ensuring a clear and accountable selection process by setting specific criteria for including or excluding research. By adopting a structured methodology, the review strives to enhance the validity and reliability of its findings. This method also includes a thorough evaluation of the quality of the research considered, scrutinizing their results and drawing conclusions to maintain rigor and trustworthiness (Siddaway, Wood, and Hedges, 2019).

1. **Tahereh Saheb, Mouwafac Sidaoui, Bill Schmarzo, "Convergence of artificial intelligence with social media: A bibliometric &qualitative analysis", Telematics and Informatics Reports 14 (2024) 100146[10].**

The research paper explores how the combination of artificial intelligence (AI) and social media has transformed the business landscape, especially when it comes to understanding audiences and optimizing content. However, it also highlights some of the negative aspects of AI, such as the spread of misinformation, emphasizing the need to strike a balance between the advantages and the ethical dilemmas that this technology presents. The study closely examines the intersection of AI and social media by analyzing 1,540 scholarly articles using a mixed-method approach that combines bibliometric analysis with systematic literature reviews. The aim is to identify key topics, trends, business values, and implications within the realm of AI in social media. It begins with a quantitative keyword co-occurrence analysis that reveals ten major themes: Conversational Agents & User Experience, Human Emotion, Content Recommendation & Moderation, Collective Intelligence in Emergency Management, Algorithmic Activism on social media, Deep Fakes and Fake News, Generative Artificial Intelligence, Algorithmic Bias in Content Moderation Systems, Deep Sentiment Analysis, Metaverse Technologies, and NLP & Mental Health Detection. Each of these themes is then explored in more depth through a qualitative thematic literature review, providing a richer understanding of the findings. This comprehensive approach offers a broad overview of the current state of AI in social media, illuminating potential applications and implications in this interdisciplinary field. The insights gained from this study could significantly influence strategic decision-making, policy development, and future research in this rapidly changing area.

2. **Elsir Ali Saad Mohamed, Murtada Elbashir Osman and Badur Algasim Mohamed, "The Impact of Artificial Intelligence on Social Media Content", *Journal of Social Sciences 2024, Volume 20: 12.16*[11]**

Artificial Intelligence (AI) is now a powerful tool used to create and manage social media content. Social media platforms have incorporated AI technology into their algorithms to

[10] https://www.sciencedirect.com/science/article/pii/S277250302400032X

[11] https://thescipub.com/abstract/jssp.2024.12.16

improve the user experience. However, the impact of AI on social media is a topic of debate. This study aims to investigate the effects of AI and its consequences for content creators and consumers. It's important for social media platforms to keep the use of AI open and ethical if they want to maintain the trust of their users. AI is really shaping the content we come across on social media, providing everything from tailored recommendations to automated content creation and real-time insights. But there are genuine worries about algorithmic bias and the potential for job losses. As AI technology keeps advancing, it's essential that we prioritize ethical practices and social responsibility in how we create and utilize AI in social media marketing. The impact of AI on social media content is quite intricate, offering both advantages and disadvantages. While AI can significantly improve user experience by customizing content to fit individual tastes, it also poses risks like the spread of misinformation and the creation of filter bubbles. To address these issues, it's vital to foster transparency, encourage media literacy, and maintain human oversight, ensuring that the content we see on social media is accurate, diverse, and informative.

3. **Muhammad Hashim Khan, " The Impact of AI on the Media Industry", Uppsala University, Disciplinary Domain of Humanities and Social Sciences, Faculty of Social Sciences, Department of Informatics and Media**[12]

The impact of artificial intelligence (AI) on the media industry is explored in this thesis study. This study takes a deep dive into the literature to give us a well-rounded view of how AI integration is reshaping the media landscape. It explores everything from labor dynamics and historical shifts to content creation and curation, as well as how media is distributed and consumed. The research also touches on advertising and marketing strategies, the theoretical foundations of AI in media, and the ethical dilemmas that come with it. The findings show that AI is revolutionizing the media industry by facilitating automated data analysis, enhancing content creation and curation, personalizing user experiences, optimizing advertising methods, altering workforce dynamics, and bringing significant ethical challenges to the forefront. While AI brings advantages like efficiency, customization, and creativity, it also raises important issues around privacy, job displacement, and algorithmic bias that need careful consideration. The study emphasizes the need for moral guidelines, skill updates, and ethical AI practices. By pinpointing research gaps, methodological improvements, and policy implications, this research adds to our understanding and shapes the future of AI in the media sector.

4. **Musawer Hakimi, Baryali Sazish, Mohammad Aziz Rastagari and Amir Kror Shahidzay, "Artificial Intelligence for Social Media Safety and Security: A Systematic Literature Review", Studies in Media, Journalism, and Communications DOI: 10.32996/smjc**

The rise of social media platforms has transformed how we communicate and connect with others, but it has also brought about new safety and security issues. To address these challenges, experts are using artificial intelligence (AI) to create innovative solutions for

[12] https://uu.diva-portal.org/smash/get/diva2:1814616/FULLTEXT01.pdf

reducing online risks. This review examines the different ways AI is being used to enhance safety and security on social media, including the methods, benefits, limitations, ethical concerns, and future possibilities. The study combines information from a variety of academic articles across different fields like computer science, engineering, and social sciences. Researchers searched databases like PubMed, Scopus, IEEE Xplore, and Google Scholar using specific terms and criteria. The findings show that AI is being used in various ways to tackle safety and security issues on social media, such as improving threat detection, automating content moderation, and providing real-time responses. However, using AI in social media settings also raises ethical issues like biased algorithms, privacy worries, and lack of transparency. The review stresses the need for continued research, cooperation, and ethical standards to maximize the benefits of AI while minimizing potential risks. By shedding light on current trends, challenges, and future directions in this rapidly changing field, this review adds to the growing body of knowledge on AI and social media.

5. **Rohith S.B. & Sethupriya N. "A Study on impact of Artificial Intelligence on Right to Privacy in India", Indian Journal of Legal Review [IJLR – IF SCORE – 7.58] Volume 4 AND Issue 3 OF 2024 APIS – 3920 - 0001 (and) ISSN - 2583-2344**[13]

Artificial Intelligence (AI) is a cutting-edge field of computer science that has become increasingly important, changing how machines process information and make decisions. In today's fast-paced digital world, the relationship between AI and privacy has become a major topic of discussion. With the growing amount of data generated by online activities, concerns about protecting digital privacy have grown. This study aims to address a gap in knowledge by exploring how AI can play a crucial role in safeguarding digital privacy on social media, taking into account Technological, Regulatory, Cultural, and Educational factors. Trust is a key factor in this relationship on social media platforms. As social media continues to influence our interconnected world, the responsible use of AI is essential for protecting digital privacy. By tackling challenges related to technology, regulations, culture, and education, AI can help create a social media environment that respects privacy. Building and maintaining user trust through transparency and ethical practices are crucial for AI to effectively protect digital privacy on social media platforms. The results of this study can guide decision-making, enhance user trust, and contribute to the development of ethical guidelines that strike a balance between innovation and strong privacy measures in the business-focused world of AI-driven social media.

6. **Trupti Bansode, Pooja Kannaujiya, Dr. Harshali Patil, Dr. Jyotshna Dongardive, "A Review On Impact Of AI On Social Media", IJCRT | Volume 12, Issue 1 January 2024 | ISSN: 2320-2882**[14]

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[13] https://ijlr.iledu.in/wp-content/uploads/2024/09/V4I324.pdf

[14] https://www.ijcrt.org/papers/IJCRT2401005.pdf

Today's generation is often seen as an era dominated by science, technology, commerce, intelligence, robotics, education, and the economy, all of which play a significant role in the daily lives of individuals. Social media is widely used by people worldwide to share posts, messages, information, and to connect with others. Essentially, social media platforms enable users to interact with friends, family, colleagues, and discover new things. These platforms also offer opportunities for both individuals and organizations to reach a large audience by understanding consumer behavior and feedback on various brands and products. To ensure data security, organizations and individuals must utilize artificial intelligence applications and techniques. This research paper aims to analyze the impact of artificial intelligence applications on social media through critical analysis and estimation based on previous studies. The objective is to explore how artificial intelligence influences the development of social media. The paper focuses on the relationship between AI and social media, and how implementing various AI-related technologies can enhance productivity and efficiency in social media usage.

7. **Murdoch Watney, "Privacy and Personal Information Protection by Social Media Companies in an AI era", Vol. 11 No. 1 (2024): Proceedings of the 11th European Conference on Social Media - ECSM 2024[15]**

Social media platforms have become powerful tools for connecting, communicating, sharing content, conducting business, and spreading news and information. The history and growth of social media show how society relies more and more on it, but also the challenges of protecting users' privacy and personal information. As technology like artificial intelligence (AI) advances and changes how data is collected, the focus is on the difficulties of privacy and data protection in an AI-driven world. The discussion centers on social media companies' misconduct regarding privacy and personal information, and the lessons learned from how they handle user data. Since self-regulation by these companies isn't enough to ensure privacy protection, laws must limit the collection, use, access, and storage of personal information, with penalties for non-compliance enforced by the government. Privacy regulations were created before the AI era, so now the legal consequences of social media companies' misconduct must be explored to build digital trust. Users should control their own data, and companies must be transparent about what data they collect and why. Lessons from past misconduct will show if current data protection laws can adapt to AI or if new laws are needed. As AI becomes more important in the Fourth Industrial Revolution, the legal landscape around data is changing, with compliance and enforcement crucial for protecting privacy, addressing legal uncertainties, and building trust.

8. **Anna Dewalska-Opitek, Olgierd Witczak, Agnieszka Szostak, Marek Dziura, Bożena Wroniszewska-Drabek", Generation Z's Trust Toward Artificial Intelligence: Attitudes and Opinions", European Research Studies Journal Volume XXVII, Special Issue 3, 2024[16]**

[15] https://www.researchgate.net/publication/380818714_Privacy_and_Personal_Information_Protection_by_Social_Media_Companies_in_an_AI_era

[16] https://ersj.eu/journal/3475

With an emphasis on their distinct relationship with technology, the article examines the views and beliefs of Generation Z (born 1995–2009) regarding artificial intelligence (AI). The survey reveals Gen Z representatives' worries, perceived benefits, sentiment variances, and familiarity with AI. The findings show concerns about privacy and ethical issues as well as optimism about AI's possibilities.The findings illuminate the elements of Gen Z consumers' perceptions of AI, exposing its scope and difficulties. Businesses may strengthen their relationship with this generation, which is gaining a lot of attention from scholars and practitioners and is expected to become a powerful force in the future, by addressing the perceived disadvantages and important trust issues that the participants pointed out.

9. **Ajay Kumar Shrestha, Ankur Barthwal, Molly Campbell, Austin Shouli, Saad Syed, Sandhya Joshi, Julita Vassileva, "Navigating AI to Unpack Youth Privacy Concerns: An In-Depth Exploration and Systematic Review", IEEE 2024 IEMCON Proceedings[17].**

This study looks at what young people think about privacy in artificial intelligence (AI) systems, specifically on social media, educational technology, gaming, and recommendation algorithms. The researchers started with 2,000 papers, narrowed it down to 552, and then focused on 108 for a detailed analysis. They looked at privacy concerns, data-sharing practices, the balance between privacy and usefulness, trust in AI, transparency expectations, and ways to give users more control over their personal data. The results show that young users are worried about not having control over their personal information, AI misusing their data, and data breaches. They are also concerned about unclear data collection practices and lack of transparency in AI. Users are more willing to share data if they see benefits and are assured of data protection. The study emphasizes the importance of parental guidance and education on data privacy. It's important to balance privacy and usefulness in AI because young people want personalized services but are worried about privacy risks. Trust in AI depends on transparency, reliability, predictable behavior, and clear communication about data use. To improve user control over personal data, it's important to provide access to data, allow corrections, have clear consent processes, and ensure strong data protection. The study points out areas for further research, like long-term studies, cross-cultural comparisons, and creating ethical AI guidelines.

10. **Dr. D. Praveenadevi, Anna. Akash, Tiyyagura Teja Sai Reddy, Kamili Sai Venkat, JanjanamParohit, "The Impact of Artificial Intelligence on Social Media", International Journal of Research Publication and Reviews, Vol 5, no 11, pp 2388-2390 November 2024[18]**

Social media plays a significant role in our lives, influencing how we communicate, consume news, and even shape our identities. Artificial intelligence (AI) is rapidly changing the social media landscape, impacting everything from how content is curated to how users engage with it. This paper examines the various effects of AI on social media, looking at both its

[17] https://www.researchgate.net/publication/387351368_Navigating_AI_to_Unpack_Youth_Privacy_Concerns_An_In-Depth_Exploration_and_Systematic_Review

[18] https://ijrpr.com/uploads/V5ISSUE11/IJRPR34941.pdf

advantages and potential drawbacks. The results of this study have important implications for social media marketing. By understanding how AI is used to personalize content and target ads, marketers can create more effective strategies to reach their desired audiences. However, it is crucial to consider the ethical concerns raised by AI-driven personalization, such as the risk of creating echo chambers and spreading misinformation. Future research should focus on ways to minimize these risks while maximizing the benefits of AI in social media. This paper will explore the diverse impact of AI on social media, including how it personalizes content, optimizes advertising, and moderates content. It will also delve into the ethical issues related to AI bias, echo chambers, and misinformation. Lastly, it will discuss the future of AI in social media and highlight the importance of responsible development in this field.

11. **Ms. Shilpa Sandu, Abhishek Jaiswal, Rohit Dhinuwa, Shishir S. Koteshwar, "A study on how artificial intelligence impacts social media", Journal Publication of International Research for Engineering and Management (JOIREM) Volume: 05 Issue: 04 | April-2025**[19]

This paper explores the use of AI tools by social media companies and their significant impact. These tools range from machine learning algorithms that predict user preferences to natural language processing tools that facilitate real-time communication and content creation. AI has become essential for modern social networks, transforming their business models to operate more efficiently and expand globally. The paper also addresses the broader implications of AI in the social media industry, including ethical concerns related to privacy, misinformation, and content moderation. By examining the transformative potential of AI, the paper offers insights into how social media companies are adapting to these changes and what the future may hold as AI technology continues to evolve in the digital era.

12. **Matthew N. O. Sadiku1, Tolulope J. Ashaolu, and Abayomi Ajayi-Majebi, and Sarhan M. Musa, "Artificial Intelligence in Social Media", International Journal of Scientific Advances ISSN: 2708-7972 Volume: 2 | Issue: 1 | Jan - Feb 2021**[20]

This paper explores how artificial intelligence (AI) is transforming the landscape of social media by enhancing user engagement, automating tasks, and enabling personalized content delivery. It highlights key applications such as AI-driven advertising, sentiment analysis, chatbots, content creation, and social media monitoring. The analysis emphasizes that AI improves operational efficiency, user targeting, and marketing ROI, while also presenting challenges like data privacy, implementation barriers, and the need for skilled talent. Overall, the paper underlines AI's growing role in reshaping social media strategies and user experiences, forecasting a future where AI deeply integrates into social networking platforms.

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[19] https://joirem.com/wp-content/uploads/journal/published_paper/volume-05/issue-4/J_wdfP956d.pdf

[20] https://www.ijscia.com/wp-content/uploads/2021/01/Volume2-Issue1-Jan-Feb-No.36-15-20.pdf

13. **Chinmay, "Privacy in the age of Artificial Intelligence", NUJS Journal of Regulatory Studies, Vol IX Issue IV**[21]

The initial section of the paper provides readers with background information on a research project that aims to analyze the concept of privacy. The essay starts by introducing privacy and its connections to data protection, artificial intelligence, and intellectual property. After giving background information and an introduction, the report outlines the research objectives, relevant research questions, and the research technique used. The paper delves into the importance of privacy and explores it within the context of the IP theory of personality. Legal implications that arise when technology and privacy intersect are examined in this research article using a qualitative doctrinal method. The goal is to understand how disruptive technologies impact individuals' lives and what regulatory solutions may be available. To offer a comprehensive overview of the concept and its relationships with other areas such as intellectual property, artificial intelligence, and privacy concerns, the paper analyzes it in light of various doctrines and significant case laws. Furthermore, the article looks at the issue from the perspective of the recently enacted EU-AI Act.

14. **Shweta, "Digital Threats and Constitutional Rights: Regulating AI and Social Media in India", International Journal of Law, Managment& Humanities [ISSN 2581-5369] Volume 8 Issue 2**[22]

The increasing misuse of social media highlights the need for stronger legal regulations to address issues such as fake news, hate speech, and disinformation in democracies. Online interactions have evolved in a way that threatens free speech, privacy, data protection, national security, and democracy as a whole. Additionally, Artificial Intelligence (AI) poses a threat to decisional and informational privacy, as it powers Big Data Analytics and the Internet of Things. While AI can provide some consumer benefits, its primary function currently is to collect personal information, create detailed behavioral profiles, and influence our choices in economic and political decisions. This manipulation by AI jeopardizes privacy, anonymity, and autonomy. The use of AI systems has raised concerns about their potential negative impact on constitutional values outlined in the Indian Constitution. Any adoption of AI principles must adhere strictly to anti-discrimination, privacy, freedom of speech, right to assemble peaceably, and freedom of association standards as provided in Part III of the Indian Constitution and interpreted by the Supreme Court of India. For example, the Supreme Court of India has interpreted the right to privacy broadly to include autonomy, choice, and control in terms of informational privacy. This issue is particularly important in a democracy like India, which has recently introduced new regulations such as the Information Technology Rules, 2021 and the Digital Personal Data Protection Act, 2023. This review paper aims to analyze the evolution of laws governing online content in India by examining existing laws, regulations, policies, research papers, media reports, and articles.

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[21] https://www.researchgate.net/publication/389960924_Privacy_in_the_Age_of_Artificial_Intelligence

[22] https://ijlmh.com/paper/digital-threats-and-constitutional-rights-regulating-ai-and-social-media-in-india/

15. **Ayushman Patnaik and Harshit Arora, "The Right to Privacy in the Digital Age: How Technology is Impacting privacy on Social Media", Indian Journal of Integrated Research in Law Volume III Issue III | ISSN: 2583-0538[23]**

This article discusses the importance of privacy laws globally, focusing on how privacy is understood in relation to social media and the laws that govern it in the digital age. With more people becoming aware of privacy issues, this article takes a closer look at how users perceive privacy as a legal concern, especially when it comes to online breaches, stalking, and threats. It also discusses how individuals navigate their online presence, particularly on social media. The piece reflects on how our understanding of personal privacy has evolved over the years and points out that current legal standards just don't cut it in today's digital landscape. It dives into the worries people have about privacy, which often revolve around safeguarding their data—even from friends—and how these concerns are deeply linked to personal freedom. The article also warns about the dangers of juggling multiple social media accounts with weak passwords, which can put account security at risk. Furthermore, it looks into the potential effects of the Indian Personal Data Protection Bill 2019, which seeks to bolster data protection measures compared to what we have now. In summary, the article underscores how the Personal Data Protection Bill could enhance the existing legal framework for data protection.

16. **Sarthak Dugar' "Affects of Social Media on Our Privacy Rights", International Journal of Science and Research (IJSR) ISSN: 2319-7064[24].**

Advancements in Information Technology have greatly improved the ability to share information quickly. Specifically, the recent progress in "Social Media" has resulted in personal information of users being shared online. While these social networking platforms allow for creative expression, they also raise serious privacy concerns. Social media can be seen as a double-edged sword, highlighting the need for laws to monitor these developments and adapt to protect users from privacy violations. This paper aims to address the challenges faced by individuals using social media, the impact on our right to privacy within current laws, and the necessity for changes to safeguard the privacy rights of users.

17. **Maria Devi Angerhofer1 , Dr. Samrat Datta2 , Anil Kumar Vishwakarma3 , Udit Raj Sharma4 , Dr. Vinita Singh5 & Pooja Gautam, "Privacy in the Age of Artificial Intelligence: Addressing the Ethical and Legal Implications", Journal of Informatics Education and Research ISSN: 1526-4726 Vol 4 Issue 3 (2024)[25].**

The challenges of AI technologies in data collection, surveillance, and decision-making and their impact on privacy are discussed in this article. The importance of enhancing privacy protection in the era of AI is emphasized through the implementation of robust regulatory measures, increased transparency, and the promotion of ethical AI practices. The integration of AI into our daily lives has made it crucial to find a balance between privacy rights and AI

[23] https://ijirl.com/wp-content/uploads/2023/06/THE-RIGHT-TO-PRIVACY-IN-THE-DIGITAL-AGE-HOW-TECHNOLOGY-IS-IMPACTING-PRIVACY-ON-SOCIAL-MEDIA.pdf

[24] https://www.ijsr.net/archive/v8i5/15051907.pdf

[25] https://www.researchgate.net/publication/389960924_Privacy_in_the_Age_of_Artificial_Intelligence

functionality. This research paper aims to identify a viable solution by examining the current legal framework, such as the General Data Protection Regulation (GDPR), and highlighting regulatory gaps that have failed to address privacy concerns adequately. It stresses the need to strike a balance between technological advancements and the protection of privacy rights.

18. **Omprakash Dewangan, Akanksha Mishra, Jyoti Nainani, "Social Media and Privacy: Understanding the Risks to Personal Data", International Journal of Futuristic Innovation in Arts, Humanities and Management (IJFIAHM), Volume 3, Issue 1,January–2024**[26]

This article discusses the potential dangers of using social media, such as data breaches, identity theft, hacking, and unauthorized access to private information. It also covers the laws that aim to protect personal data on social media platforms, like the Personal Data Protection Bill of 2019 and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules of 2011 in India. The article highlights the ethical and legal concerns surrounding social media companies exploiting users' personal information, citing previous cases. It concludes with suggestions on how individuals and organizations can safeguard their private information and privacy in today's interconnected world. While India has made progress in safeguarding personal data, there is still room for improvement. The Personal Data Protection Bill of 2019 is pending approval, and there is a need for increased awareness among citizens about the importance of protecting their personal data. The article recommends that the government strengthen the legal framework and enhance public education to ensure the privacy and personal data of Indian citizens are adequately protected. It also provides some measures that users can take to protect their data and themselves.

19. **Ravneet Singh Bhandari, Ajay Bansal, Sanjeela Mathur and Harikishni Nain, "Privacy Concern Behaviour on Social Media Sites: A Comparative Analysis of Urban and Rural Users", FIIB Business Review 1–13 2022 DOI: 10.1177/23197145221078106**[27]

Research on privacy concerns and information-sharing behavior on online social networking sites has been conducted by numerous researchers. Some past studies have suggested that the privacy concerns of social media users are influenced by their demographic profile. This article aims to analyze the privacy concerns and information-sharing behaviors of social networking users in urban and rural areas of India. It also explores privacy concerns among users with different levels of Internet addiction. The study found that many respondents are vulnerable to privacy breaches due to their awareness of online social media. The research reveals that urban and rural users have different practices when it comes to sharing information and adapting to privacy settings. Urban users may be at a higher risk of privacy

[26] https://journal.inence.org/index.php/ijfiahm/article/view/210

[27]https://www.bharaticollege.du.ac.in/uploads/AQAR-2021-22/3.3.2/Commerce/Dr.%20Harikishni/Privacy%20Concern%20Behaviour%20on%20Social%20Media%20Sites-%20A%20Comparative%20Analysis%20of%20Urban%20and%20Rural%20Users.pdf

breaches and information sharing because of the value of their data and their social media habits. Additionally, social media users rely on privacy alerts and settings provided by the platforms when sharing information. Users with low awareness of social media may be more susceptible to privacy breaches without these alerts. The article discusses the potential implications of the findings and provides recommendations for future research.

20. **V. Bhandari & and Renuka Sane, "Towards a privacy framework for India in the age of the internet",NIPFP Working paper series, (2017)**[28]

In the past ten years, there have been significant advancements in surveillance technology and the way personal information is collected, stored, and analyzed online, thanks to big data analytics. This has led to a dilemma in public policy regarding how to balance the benefits of big data with the threat to privacy rights. With widespread surveillance and invasive technology, there is a need for better protection of privacy rights through laws, regulations, and increased public awareness. This paper argues for the importance of privacy protection from both the government and private companies, looks at how the right to privacy has evolved in India, and proposes key privacy principles that should be the foundation of any privacy law. It subsequently evaluates the Indian IT Act and the new Aadhaar Act against these proposed privacy principles.

3. RESEARCH PROBLEM

The arrival of Artificial Intelligence (AI) in social media has transformed the digital environment with the introduction of powerful tools of engagement, personalization, and data analytics. Although these technologies are fast tracking user engagement and providing quick user experiences, there are significant privacy risks inherent to these technologies. AI systems are rapidly processing human interaction and constantly collecting, analyzing, and inferring data from our interactions—often subconsciously where users are aware they are sharing personal information--but many of the practices and assumptions prior to the move towards highly developed autonomous technologies, appear to threaten existing privacy policies and laws. This research ultimately seeks to assess how AI is being introduced into social media and if this creates new privacy risks for younger and digitally first generation users pertaining to rapid diasporic countries laws**.**

1. The Rapid Progress of Technology Surpassing Legal Regulations:-

Artificial Intelligence (AI) technologies, particularly those integrated into social media platforms, are advancing faster than current privacy laws and regulations can keep up with. Many legal frameworks were established before the AI era and are not equipped to handle issues like algorithmic profiling, automated decision-making, and the use of AI for content selection. This gap in timing has created a situation where user data is being used without proper protections, especially on worldwide platforms where enforcing regulations is already difficult.

2. Consent-Based Privacy Modelsa are Inadequate:-

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[28] https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2892368#:~:text=Renuka%20Sane,-Trustbridge%20Rule%20of&text=This%20paper%20makes%20a%20case,underlie%20any%20proposed%20privacy%20law.

The idea of informed consent is frequently the foundation of traditional privacy regulations. Users usually agree to data gathering in AI-driven ecosystems, though, without realizing how algorithms use even harmless inputs to deduce critical personal data. AI programs are able to infer information about a person's sexual orientation, political views, and mental health from likes, comments, images, and interactions—often in addition to what the user expressly discloses. This raises significant moral and legal issues and reduces the efficacy of the consent models in use today.

3. An explanation of generational vulnerabilities in the social media ecosystem:-

Digital natives of younger generations frequently use AI-powered social media without fully understanding the privacy consequences. They become the focus of computational surveillance, emotional manipulation, and behavioral profiling. Due to their extended use of digital devices, lack of knowledge of algorithmic biases, and lack of legislative protections, these populations are especially vulnerable, which raises serious concerns about digital autonomy and informed participation.

4. The Disintegration of International Privacy Laws:-

Globally operating social media companies are subject to a patchwork of national privacy legislation, including the CCPA (USA), DPDP Act (India), and GDPR (EU). This discrepancy weakens enforcement and produces differences in user protection by causing regulatory gaps and selective compliance. Due to the global nature of AI deployment, there is currently a dearth of coordinated regulatory measures.

5. Limited Access to Corporate Practices and Opaque Enforcement:-

When attempting to assess the real practices of internet businesses, academics and regulators encounter major access restrictions, despite mounting concerns about privacy breaches. Platforms frequently only publish a limited amount of information, and privacy laws are still not always enforced consistently or clearly. Accountability is hampered by this lack of openness, which also makes it impossible to conduct a comprehensive investigation of how AI systems actually work.

6. Ignoring Extralegal Factors Affecting Privacy Protection:-

Formal laws are just one component of the problem. Important factors influencing privacy results include market dynamics, industry self-regulation, technical standards, and cultural norms. These extralegal elements are hard to measure, though, and are frequently left out of official studies. Ignoring them runs the risk of underestimating how privacy is negotiated and upheld in the real world, particularly in AI-driven settings that are not subject to the law.

4. RESEARCH GAP

1. Lack of Integrated Analysis Between AI and Privacy in Social Media:-

“With media both press and social are being one of the most reliable public’s sources of information and awareness, privacy of individuals, are often harassed and infringed. Media

tends to write stories from their own partiality, heartlessly intruding the private lives of citizen who happens to stumble in to the public forum. While Media should prioritize on individual's right to privacy which is widely recommended as "ethical journalism", but there are times when the individual's right to privacy is brutally eroded by the media which should be strongly resisted. As a result, there was a need to protect Privacy as a fundamental right in the Constitution and also to give a higher status to it in reference to Press & Social Media[29]"

2. Underrepresentation of Youth Privacy in Legal and Policy Frameworks

The Universal Declaration of Human Rights (UDHR) in 1948, Article 12, and the International Covenant on Civil and Political Rights (ICCPR) in 1966, Article 17, both protect the concept of privacy. Young people are often the most vulnerable to privacy breaches, as they tend to freely share personal information with strangers due to their lack of mental maturity and judgment. This makes it easy for predators and identity thieves to target them. Twitter ***'Twitter misused user data for targeted advertising[30]'*** has admitted to scanning users' phone contacts and importing them into their database without consent. Facebook's policies are contradictory, claiming users own their content while also stating that users grant Facebook the right to use any content posted on the platform. Tragically, some individuals have taken their own lives after humiliating videos were uploaded to YouTube. The lack of transparency on social networking sites and the increasing cybercrimes make it crucial for us to carefully consider what information we share and how it is being handled

3. Insufficient Global Comparative Legal Analysis:-

- While isolated studies exist on AI regulation in individual jurisdictions, there is a **lack of comprehensive comparative analysis** across key jurisdictions like:
    - **EU (GDPR and AI Act)**
    - **US (COPIED Act, state-level privacy laws)**
    - **UK (Online Safety Bill)**
    - **Canada (Consumer Privacy Protection Act)**
    - **Australia (Privacy Act reforms)**
    - **India (Delhi Approach - evolving, no AI-specific law)**

Given the ongoing policy discussions around platform regulation and AI governance, the timing of this study is very important. The EU's Digital Services Act, the UK's Online Safety Bill, and several US proposals are just a few of the governments that are actively creating new regulatory frameworks for digital platforms. This study will offer important facts to

[29] KarpuraKanti Nanda &DevikaPattnaik, RIGHT TO PRIVACY: CONCERNS VIS-À-VIS SOCIAL MEDIA, RSSR (2018).
[30] https://sundayguardianlive.com/news/twitter-misused-user-data-targeted-advertising

guide these continuing policy processes by identifying efficient strategies and regulatory gaps across various systems. Because it provides insights from more established frameworks, the comparative method is particularly beneficial for countries that are still in the early phases of regulatory development.

The COPIED Act

Recently, a bill has been introduced by U.S. senators with the goal of increasing transparency and safeguarding the originality of creative works from being used without permission by artificial intelligence. The purpose of this bill is to address deepfakes and establish trust among authors and artists by setting guidelines for transparency in AI systems and giving creators more authority over their content. The bill includes measures to prevent the alteration or deletion of AI origin information and mandates that AI developers allow creators to include this information with their works. Furthermore, the bill prohibits the use of protected content, with or without origin data, for training AI systems or large language models (LLMs) without prior approval. In addition, the bill tasks the National Institute of Standards and Technology (NIST) with developing standards for identifying synthetic content. Overall, this legislation aims to enhance copyright protections and support journalists, musicians, and other creators in light of the rapid advancements in AI technologies.

The EU-AI Act

The EU's AI Act is considered a groundbreaking set of rules designed to tackle the ethical, legal, and socio-economic challenges brought about by artificial intelligence. At the heart of the Act is a system designed to classify risks, promoting transparency, accountability, and human oversight in AI usage, all while fostering innovation through training and support initiatives. This legislation aligns with core EU values, tackling challenges like algorithmic bias and privacy violations stemming from inadequate training data. On the other hand, India hasn't established specific AI laws yet, but it acknowledges the necessity for regulations tailored to its distinct socio-economic landscape, while also aligning with global standards. Globally, there are three primary regulatory approaches: the U.S. "Washington Approach," which advocates for minimal regulation in AI development; the EU's "Brussels Approach," emphasizing stringent legal oversight and standard-setting; and India's "Delhi Approach," which seeks to strike a balance between innovation and ethical governance. Indian stakeholders, including legal professionals advocating for accountability and educators urging for guidelines that nurture innovation, highlight the need for a flexible and inclusive regulatory framework that tackles ethical concerns, assigns responsibility, safeguards vulnerable populations, and evolves with technological progress.

4. Absence of Ethical Safeguards and Consent Mechanisms:-

This research addresses a critical gap in understanding how artificial intelligence intersects with privacy rights in the context of social media platforms, particularly as it affects younger generations who have grown up in digital environments. While extensive literature exists on either AI ethics or privacy law separately, insufficient attention has been paid to their complex interrelationship within social media ecosystems across different legal frameworks. The timing of this study is particularly urgent given the rapid acceleration of AI capabilities and deployment within social media platforms, which has outpaced regulatory responses and

created substantial inconsistencies in digital rights protection globally. Policymakers are currently flying blind in terms of establishing effective governance frameworks without a proper comparative analysis of the major competing methodologies. Likewise, the distinct attitudes towards and behaviours related to privacy of digital natives must be explored in depth to determine that their characteristics, needs and vulnerabilities are attended to by new regulatory systems. This research will be a valuable contribution to ongoing policy conversations about platform regulation, AI governance, and privacy protection at a time when many jurisdictions are in the formative stages of drafting legislative frameworks. By integrating legal analysis with a technical comprehension of the functionality of AI systems and user experiences in the real world, we strive to produce recommendations that offer value to all stakeholders in the digital ecosystem, and ultimately assist them in their quest for more equitable, transparent, and rights-respecting governance of AI and privacy in the era of social media.

The present research has several significant implications for academic dialogue and policy formation at the intersection of (artificial) intelligence, privacy law, and social media policy. Firstly, it helps address a significant void in existing literature by offering a detailed comparison of how different legal regimes accommodate the specific challenges presented by artificial intelligence technologies in social media contexts. Existing scholarship has often considered privacy law and AI ethics in isolation, whereas this research enables new conversations about how technical possibilities are tied to legal regimes and user experience.

From the perspective of practice, the research responds to the immediate need for governance frameworks that provide meaningful protection of digital rights while also enabling constructive innovation. Coding a model regulatory framework on evidence and comparative analysis, the study provides a practical guide for policymakers seeking to balance the two competing priorities. The combination of a technical assessment and a legal analysis demonstrates comprehensive thinking on this difficult issue. The study focus on the generational differences in privacy needs and behaviors connects to an important facet that continues to be lost in policy discussions. Focusing on the experience of younger users who grew up with social media allows the research to contribute a more inclusive regulatory framework that accurately reflects the various ways in which different populations engage with digital technologies. This generational perspective is particularly valuable for current privacy frameworks, many of which were developed for adults and do not adequately recognize the particular vulnerabilities of younger users.

This research has broader implications for civil society organizations who advocate for online and digital rights. The study has provided the necessary evidence and a systematic assessment of regulatory strengths and weaknesses in different jurisdictions, to support the role of civil society organizations in advocacy. The findings would also be beneficial to industry stakeholders who want to develop privacy-compliant solutions that meet end-user needs and comply with different regulations.

4. RESEARCH OBJECTIVES:-

1. To compare legal frameworks governing AI-driven data processing practices.

2. To identify gap between existing privacy regulations and the technical capabilities of AI systems deployed by major social media platforms.
3. To examine how current consent models and privacy policies address the specific needs and vulnerabilities of younger social media users.

5. RESERACH QUESTION:-

1. How has the integration of Artificial Intelligence with social media been addressed in existing literature, and what historical developments have influenced its impact on privacy rights?
2. What is the impact of AI-generated content on social media, and how do different countries' statutory provisions and case laws compare in addressing privacy concerns?
3. Does the Digital Personal Data Protection Act, 2023, provide adequate legal safeguards for protecting digital privacy in the context of AI and social media?
4. What reformative measures can be suggested to strengthen digital privacy protection laws in India in response to evolving AI and social media technologies?

6. RESEARCH PREPOSITION:-

1. Legal frameworks developed primarily for traditional data processing contexts are inadequate for addressing the unique privacy challenges posed by AI systems on social media platforms.
2. Jurisdictions with comprehensive data protection regulations provide stronger safeguards against algorithmic discrimination and manipulation than those relying primarily on sectoral or self-regulatory approaches.
3. Current consent-based privacy models systematically fail to protect younger social media users due to information asymmetries and cognitive biases that affect decision-making about privacy.
4. Algorithmic transparency requirements without accompanying technical literacy initiatives and oversight mechanisms do not meaningfully enhance user autonomy or privacy protection.
5. Regulatory approaches that combine ex-ante risk assessment with robust enforcement mechanisms are more effective at protecting digital rights than those focusing exclusively on remedial measures after violations occur.

7. RESEARCH METHDOLOGY:-

1. To compare legal frameworks governing AI-driven data processing practices.

For the purpose of this objective, the research method proposes an methodology for synthesizing and unpacking the complex interaction between artificial intelligence, privacy, and social media laws in a number of jurisdictions. The research design incorporates drawing on secondary legal analysis, comparative policy analysis, empirical research, and theoretical

dimensions to create an understanding of the regulation of digital rights in an age of artificial-intelligence driven social media.

2. To identify gap between existing privacy regulations and the technical capabilities of AI systems deployed by major social media platforms.
Without comparative examination of existing approaches, policymakers are without the evidence base they need to implement sound governance nets. Furthermore, the unique privacy attitudes and behaviors of digital natives need to be explored in depth to know if new regulatory regimes will address their unique interests and vulnerabilities. This research will provide an excellent backdrop to ongoing policy conversations about platform regulation, AI governance and privacy protection - especially, at a time when many jurisdictions are actively accessing new legislative frameworks. By coupling legal analysis of privacy and governance norms and rules with some technical knowledge of AI systems, and real world understanding of users experience, the research will offer concrete advice and guidance to stakeholders across the digital ecosystem, contributing to more just, more transparent, and more advantageous governance of AI and privacy in the context of social media.
This research has a number of significance to scholars and policymakers who are interested in the intersection of artificial intelligence, privacy law and social media governance. First, it begins to fill a sizeable gap in the literature, providing a systematic comparative examination of how different legal systems attempt to address the unique challenges that AI technologies present in social media environments. While previous research has often examined privacy law or AI ethics in isolation of one another, this study's synthesis provides new depth of understanding to the interactions between technology, law, and user experience.

From a practical or policy perspective, the lack of governance frameworks that can provide effective protection for digital rights while simultaneously encouraging useful innovation is a pressing concern. This research provides a model of a regulatory framework, informed by empirical evidence and comparative analysis, that offers actionable guidance to policymakers seeking to pursue these competing priorities. The model provided by this research includes both technical and legal assessments, contributing to a comprehensive approach to this timely issue.
3. To examine how current consent models and privacy policies address the specific needs and vulnerabilities of younger social media users.
This paper will use doctrinal methodology which will involve looking at statutory provisions and court decisions, to evaluate how effective the current legal regime will be to Digital Privacy and the relevant regulations. Data, both Primary Methodology through survey-Questionnaire tool and Secondary Methodology, primarily case law, Statues and scholarly comments will be carefully examined to see how the law as currently stated is adequate for the pressing need to mitigate the invasion of Digital Privacy**.**

The development of the theoretical framework will bring together insights from all research areas to pinpoint the essential principles for effectively safeguarding digital rights in AI-driven social media settings. This process will involve building theories iteratively,

drawing inspiration from existing frameworks in privacy studies, technology regulation, and literature on youth rights.

To refine the framework, we'll engage in consultations with experts and hold validation workshops that include stakeholders from civil society organizations, industry players, and academic professionals. Our data analysis will use a mix of methods to boost both validity and reliability. By integrating these varied data sources, we'll be able to thoroughly evaluate both the formal legal structures and how well they actually work in protecting digital rights.

Ethical considerations will be woven into every aspect of the research design. All empirical studies involving human participants will follow institutional ethical guidelines, paying special attention to informed consent processes for younger individuals. Additionally, the technical assessment will steer clear of any methods that might jeopardize platform security or user privacy.

8. SCOPE OF STUDY:-

1. Focus on Geographical Jurisdiction: Comparative Legal Evaluation:-

This study compares five major jurisdictions: the United States, the United Kingdom, Canada, Australia, and the European Union. These areas were chosen due to their sophisticated legal systems and diverse approaches to data protection and privacy. The comparison aids in locating important gaps as well as regulatory convergence and divergence. This research is expected to yield several significant outcomes that will advance both scholarly understanding and practical approaches to digital rights protection in AI-driven social media environments. First, the study will produce a comprehensive mapping of legal frameworks governing AI and privacy across the five studied jurisdictions, identifying areas of convergence, divergence, and regulatory gaps. This comparative analysis will reveal which regulatory approaches have proven most effective at addressing the unique challenges posed by AI systems on social media platforms, providing an evidence base for future policy development.

2. Social Media Platforms Using AI Applications:-

The study looks at three main categories of AI technologies that are employed by big social media platforms in this field: data analytics systems for personalized and targeted advertising, recommendation systems that curate content feeds, and automated content moderation systems. The most common use cases that directly affect user privacy and digital rights are represented by these applications.

3. Legal and Regulatory Framework Analysis:-

The focus of the legal study is on privacy and data protection frameworks that are specifically relevant to social media situations. These frameworks include relevant case law, platform-specific rules, and general data protection laws. The study intentionally focuses on clauses pertaining to algorithmic openness, data collection restrictions, permission procedures, and particular protections for younger users, without attempting to address every facet of technology legislation. This focused strategy preserves feasibility within the research timeline while enabling in-depth analysis.

The study looks at legal trends between 2010 and 2021, a time when AI capabilities and regulatory reactions underwent significant change. The GDPR's adoption in Europe, the rise of state-level privacy legislation in the US, and significant enforcement actions against social media companies are just a few of the significant developments that are captured in this timeline. The major analysis focuses on this current era of rapid technological and legislative change, while noting earlier underlying developments.

4. User Demographics and Behavior:-

The study explicitly does not attempt to provide a comprehensive evaluation of all digital rights issues but maintains a focus on privacy and data protection as they relate to AI systems on social media platforms. While acknowledging related concerns such as content moderation, platform liability, and digital literacy, these areas are addressed primarily as they intersect with the core privacy focus. This boundary enables depth of analysis while maintaining conceptual coherence. The user research focuses primarily on individuals aged 16-35, with particular emphasis on those aged 16-24 who represent the first generation to grow up with social media as an integral part of their social environment.

5. Platforms Under Review:-

The technical assessment component is expected to yield important insights into the capabilities and limitations of current AI systems deployed by major platforms, particularly regarding their privacy implications. By documenting specific mechanisms through which these systems may impact user privacy and autonomy, the research will provide empirical grounding for legal and policy discussions that often remain abstract. This assessment will also establish a methodological framework for ongoing evaluation of AI systems from a rights-protection perspective, contributing to the development of algorithmic auditing practices. The empirical components of the research encompass the five most widely used social media platforms globally: Facebook (Meta), YouTube, Instagram, Twitter, and TikTok. These platforms were selected based on user base size, international presence, and significance in public discourse. The technical assessment examines publicly accessible aspects of these platforms' AI systems, recognizing that complete access to proprietary algorithms is not possible.

6. Technical and Empirical Limitations:-

The empirical research with users is anticipated to reveal significant findings about generational differences in privacy attitudes, behaviors, and needs. These findings will challenge simplistic narratives about young people's approach to privacy and provide nuanced understanding of how different demographic groups experience and navigate digital rights issues. The identification of specific privacy vulnerabilities affecting younger users will inform more targeted protective measures in future regulatory frameworks.

A central expected outcome is the development of a model regulatory framework that synthesizes best practices from existing approaches while addressing identified gaps. This framework will propose innovative governance mechanisms that balance rights protection

with technological innovation, potentially including new models for algorithmic transparency, age-appropriate design requirements, and enhanced enforcement mechanisms. While recognizing jurisdictional differences, the framework will identify core principles that can be adapted to diverse legal contexts.

7. Policy Outcomes and Regulatory Framework Design:-

Finally, the study's scope includes development of policy recommendations and a model regulatory framework, but does not extend to implementation assessment or detailed enforcement mechanisms. The research specifies important principles and techniques which may assist in the development of policy, and we also recognize that how they are appropriated will look different in different jurisdictions based on local legal contexts, institutional capacities, and cultural contexts. Furthermore, we intend for the research to generate relevant policy recommendations targeted for different cohorts of stakeholders. For policymakers, this means providing practical suggestions for changes in regulations and implementation strategies. For platform developers, this means what privacy-by-design principles and best practices can include, and how best to develop AI. For educational institutions and civil society organizations, this means where to focus digital literacy (education, etc.) and advocacy work to push for digital rights. This project will also, ultimately, highlight future directions by articulating emerging issues and research gaps, given the rapidity of changes in this area at the intersection of AI, privacy, and social media. We will clarify ways of thinking within this complex social field and also provide baseline measures of current practice to enable longer term research into how these practices shift. Our project will also contribute to the research landscape will help with ongoing academic and policy discourse on these rapidly evolving issues.

9. TENTATIVE CHAPTERSIZATION

Chapter 1: Introduction

This chapter establishes the research context, significance, and structure. It introduces the core challenges at the intersection of artificial intelligence, privacy, and social media, highlighting the particular implications for younger users. The chapter presents the problem statement, research objectives, questions, and hypotheses that guide the study. It concludes with an overview of the research methodology and significance.

Chapter 2: Theoretical Framework and Literature Review

This chapter develops the conceptual foundations for the research through a comprehensive review of literature across multiple disciplines. It examines the evolution of privacy concepts in the digital age, emerging frameworks for AI governance, the socio-technical dynamics of social media platforms, and generational differences in digital experiences. The chapter synthesizes these diverse strands to establish a theoretical framework that guides the empirical research and analysis.

Chapter 3: Comparative Analysis of Legal Frameworks-

This chapter presents a detailed comparative analysis of legal frameworks governing AI, privacy, and social media across the five studied jurisdictions. It examines relevant legislation, case law, regulatory guidance, and enforcement practices, identifying areas of convergence, divergence, and regulatory gaps. The chapter pays particular attention to provisions addressing algorithmic transparency, consent mechanisms, and special protections for younger users.

Chapter 4: Technical Assessment of AI Systems-

This chapter presents findings from the technical assessment of AI systems deployed by major social media platforms. It analyzes recommendation systems, content moderation algorithms, and data analytics practices from a privacy and rights perspective. The chapter examines how these systems collect, process, and utilize user data, evaluating their compliance with legal requirements and potential privacy impacts. It also addresses challenges of algorithmic transparency and accountability.

Chapter 5: User Experiences and Generational Differences-

This chapter presents empirical findings on user experiences, privacy attitudes, and digital rights knowledge across different age cohorts. It analyzes survey data and focus group findings to identify how users understand and navigate privacy in AI-driven social media environments. The chapter pays particular attention to the experiences of younger users, examining their distinct privacy needs, vulnerabilities, and protective strategies.

Chapter 6: Findings and Suggestion-Toward a Rights-Protective Framework

This final chapter synthesizes findings from all research components to develop a model regulatory framework for protecting digital rights in AI-driven social media environments. It presents principles and governance mechanisms that address identified challenges while balancing innovation with rights protection. The chapter includes specific recommendations for different stakeholder groups and outlines directions for future research and policy development.

ACADEMIC PLANNER

The chart showing the work plan of my thesis is shown in Figure 1. I plan to complete my research work by August 2027 and anticipate having both the research published and the thesis submitted by Octobert 2027.

S.NO.	MONTH	TASK TO BE ACHIEVED
1.	**JULY 2025**	APPROVAL OF SYNOPSIS
2.	**JULY- SEPT 2025**	RESEARCH PAPER PULICATION IN UGC CARE/ SCOPUS JOURNAL
3.	**AUGUST-SEPTEMBER 2025**	PAPER PRESENTATION IN SEMINAR/ CONFERENCE
4.	**OCT- DEC 2025**	RESEARCH PAPER PULICATION IN UGC CARE/ SCOPUS JOURNAL
5.	**JAN - FEB 2026**	PAPER PRESENTATION IN SEMINAR/ CONFERENCE
6.	**MARCH-MAY 2026**	FINALIZED INTRODUCTION, CHAPTER 1

7.	**JUNE- AUGUST 2026**	FINALIZED CHAPTER 2
8.	**SEPT- NOV 2026**	FINALIZED CHAPTER 3
9.	**DEC 2026 -FEB 2027**	FINALIZED CHAPTER 4
10.	**MARCH-MAY 2027**	FINALIZED CHAPTER 5
11.	**JUNE-AUG 2027**	FINALIZED CHAPTER 6
12.	**OCTOBER 2027**	THESIS SUBMISSION

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